Workgroup I.		STEM Awareness (PR, Incentives, Awards)		Short-term Goals	Long-Term Goals
Rec. 1, 2, 6, 10		**Create awareness of STEM importance to all stakeholders. Educate all involved student/parent/school admin and staff/teachers/faculty/public. Build incentives for all involved to raise the bar of expectations and achievement.**		**Identify what's currently happening, what's available to Ky students and where inventory is accessible for all to use? What's is working elsewhere.**	**20th by 2020**
Rec 1		**Energize and fund a statewide public awareness campaign to help Kentuckians understand the critical importance of STEM to their own economic competitiveness and to that of the Commonwealth**			
	1.1	**Identify target audience for messaging. Public /all sectors' ownership of problem, engage parents and communities.**	• Build public ownership of the problem and its solutions		
	1.2	**Use "Ky Champions" to increase attention to need with brand on Facebook, MySpace, et al. Use current media resources/avenue to students, engaging students in PR development using their channels of communication.**	• Publicize Kentucky's need to cultivate our STEM intellectual capital.		
	1.3	**Determine pipeline initiatives and how to make them known.**	• Encourage students to excel in STEM classes and pursue careers in STEM fields. (Same as 2.2?)		
Rec 2		**Create incentives and a supportive environment for students, teachers and institutions that pursue, succeed, and excel in STEM disciplines throughout the P-20 pipeline.**			
	2.1	**Encourage Student Tech Leadership Program at ES, MS and HS and recognize regional campus competitions. Publicize pipeline initiatives through KnowHow2TeachSTEM access. Publicize/encourage wll schools to participate in Ky offerings (i.e. Chemistry Magic Shows, Science Museum, NASA, KySpace Programs.**	• Investigate differential investments for STEM subjects including but not limited to a(differential compensation, b) technology infrastructure, c) laboratory equipment, d(discretionary fund, e) supplies, f) field trips, g) professional travel allowances, and h) mathematics and science coaches and mentors.		
	2.2	**Student Tech Leadership Programs I ES< MS and HS. Increase participation in competitions challenging creativity; Digital Citizenship, KIDS Now, FIRST (rogotic regional/state and nat'l competitions & scholarships.)**	• Develop more home-grown Kentucky STEM talent by creating new college scholarships for STEM majors, including pre-service elementary as well as middle grades and secondary teachers with a minor or area of mathematics and/or science.		
	2.3	**Raise the bar on competencies attained. Engage business partners to engage in "STEM career" choices. Celebrate and reward achievement.**	• Reduce student disincentives and increase incentives to take rigorous STEM courses through such strategies as revising KEES and Governors Scholarship.		
Rec 6		**Expand opportunities and awareness thereof to students/teachers/business and government mentors of all STEM employers, retirees, etc.**			

Workgroup I.		STEM Awareness (PR, Incentives, Awards)		Short-term Goals	Long-Term Goals
		Engage professional engineers, Chamber of Commerce to develop relationships reinforcing for all Ky students through Career Days; increase participation through counselors, administrators, business community. Market STEM within current organizations via sector PR/marketing firms. Expand utilization of current resources through partnership with business. (Similar to 2.3)			
Rec 10		**Creating recognition awards and activities and financial support for individuals, businesses, or organizations that exhibit excellence in mentoring within the STEM disciplines.**			
	10.1	**Build K-12 programs jointly with business/gov/sectors. Encourage competition in STLP. DIGITAL CITIZENSHIP, et al.**			
Workgroup I. Awareness, Chair: Gary Cox					
Conf Call Notes 9/22/08					
Participants: Gary Cox, Chair; Dave Couch; Robin Hollingsworth; Darrell Ishmael; Bill Wilson					
10/13/2008 Priority Setting: contributing: Gary Cox, Darrell Ishmael, Bill Scott, Dave Couch, Linda Linville, PW					
		PRIORITIES	COMMENTS		
	1	Develop communications' framework for STEM awareness with all stakeholders targeted, providing recommendations and rationale for each sector.	a. With assistance of media consultants determine how best to reach stakeholders internal to STEM education, i.e. both academic and technical skills and the tools needed to teach STEM disciplines.		
			b. Identify and prioritize audiences for awareness through identification of existing networks and what is already being communicated to various sector audiences.		
			c. Develop a communications plan focused on workforce sectors and internal to education audiences (school boards to teachers to students and parents), utilizing existing networks to reach audiences by interrelationships.		
			d. Develop a communications plan focused on audiences external to education - communities at large, industry, with discussions that are systemic to the critical needs of STEM disciplines in and of the economy.		
	2	Include in communications framework best preactice and utilization of Request for Information and Request for Proposals to follow. Development of potential funding will follow RFI and RFP processes.			
	3	Utilize a systemic approach to reach audiences internal and external to targeted supply and demand, working with others to determine expectations and most appropriate evaluation processes.			